(b) what are the salient features of the scheme and whether any central assistance has been provided for its implementation and if so, the amount spent so far by the State Government; and

(c) whether Government propose to examine its feasibility and economic viability for its introduction in other States?

THE MINISTER OF STATE IN THE DEPARTMENT OF RURAL DEVELOPEMNT IN THE MINISTRY OF AGRICULTURE (SHRI JANARDHAN POOJARI): (a) and (b) Yes, Sir. The programme of Economic Rehabilitation of Rural Poor (ERRP) is a state sector plan scheme of Orissa. It aims at assisting the indigent, economically weakest and destitute families in rural areas through a system of almost 100% subsidy. The thrust of the programme is on land based, tank fisheries and mulberry plantation projects etc. where the returns are quicker. Since the programme is in the State plan, no central assistance is being made available for the same.

(c) As this is a State Plan Scheme, it is for the State Governments to consider and take appropriate decision.

Change of Western bias in TV advertisements

403. SHRI RAOOF VALIULLAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are considering to change the Western bias in TV advertisements and make it more Indian in contents and style as announced by the Minister;

(b) whether a new code is likely to be formulated for the purpose, if so, the details thereof;

(c) whether Government also propose to look into the aspect of restrictive trade practices and advertisements violating these; and

(d) whether Government are aware that some advertisements are misleading and misrepresenting in their contents, if so, whether Government propose to discontinue these ads from being telecast?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BRODCASTING (SHRI H. K. L. BHAGAT): (a) The advertising agencies are being continuously advised to make advertisements Indian in content and style.

(b) The present Code is considered adequate for the purpose.

(c) and (d) No advertisement which violates the restrictive trade practice is allowed for telecast. An advertisement which is misleading or misrepresenting is also not accepted for telecast. But, if any information comes to the notice of Doordarshan that a particular advertisement is likely to provide misleading information to the consumer, such advertisement is immediately withdrawn or got modified.

Periodic review meeting of Prime Minister's 15-Point Programme

404. SHRI RAOOF VALIULLAH: Will the Minister of WELFARE be pleased to state:

(a) whether it is a fact that periodic review meetings of the Prime Minister's 15 Point Programme for the Welfare of minorities at the State level have not taken place in most of the States; if so, the details of the meetings at Chief Minister and Chief Secretary level in the last two years, State-wise;

(b) whether Government are monitoring the implementation of the 15 Point Programme through the information supplied by the State Government in the new format and what is the outcome; and

(c) whether the meeting of M.Ps. convened by the Minister on 15 Point Programme suggested certain measures for the effective implementation of the programme; if so, the follow-up action taken by the Government in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF WELFARE (DR. RAJENDRA KUMARI BAJPAI): (a) The States have been conducting quarterly review meetings at the level of Chief Minister and|or Chief Secretary and monthly review meetings at the level of District Magistrates|Divisional Commissioners, though not very regularly. The need for holding regular quarterly review meetings at Chief Minister/Chief Secretary level and monthly review meetings at District Magistrates level was emphasised in the Conference of State Ministers held on the 20th September, 1988.

(b) Most of the States/Union Territories have adopted the new format for sending information on implementation of the 15 Point Programme. The information received indicates that there is now greater awareness about the welfare of minorities

(c) The suggestions made are being examined.

Recommendations of the Conference of Chairmen of Central and State Minorities Commission

405. SHRI RAOOF VALIULLAH: Will the Minister of WELFARE be pleased to state:

(a) what were the major recommendations of the Conference of Chairman of Central and State Minorities Commissions held recently in Delhi;

(b) whether Government have accepted these recommendations, if not, the reasons thereof;

(c) how many such conferences have taken place so far and whether any of the recommendations have been accepted at all by the Government, if so, the details thereof; and

(d) whether Government will reconsider its decision not to grant statutory or constitutional status to the Minorities Commission?

THE MINISTER OF STATE OF THE MINISTRY OF WELFARE (DR. RAJENDRA KUMARI BAJPAI): (a) The major recommendations of the Conference of the Chairmen and Members of the Central & State Minorities Commissions/Boards held on November 17-18, 1988 relate to implementation of the Prime Minister's 15-Point Programme for the Welfare of Minorities, greater employment and job opportunities for the minorities and their educational and economic progress. Specifically, the Conference called for a separate Component Plan for Welfare of Minorities The Conference also reiterated its earlier recommendation for conferring statutory powers on the Commission.

(b) to (d) The major recommendations of the last Conference and also of the two earlier Conferences held in 1984 and 1986 are generally covered by the Prime Minister's 15-Point Programme for the Welfare of Minorities and the Programme of Action under the National Policy on Education. These do not therefore, call for any separate action. There is also no proposal to grant statutory/Constitutional Status to the Commission or to have a separate component plan for welfare of minorities

Setting up of Unified Transport Authority

406. SHRI D. B. CHANDRE GOWDA: Will the Minister of URBAN DEVELOPMENT be pleased to state:

(a) whether Government propose to set up a Unified Transport Authority for Delhi;

(b) if so, what are the salient features of the proposed authority; and

(c) to what extent the problem of traffic rush on roads in the capital is likely to be solved?